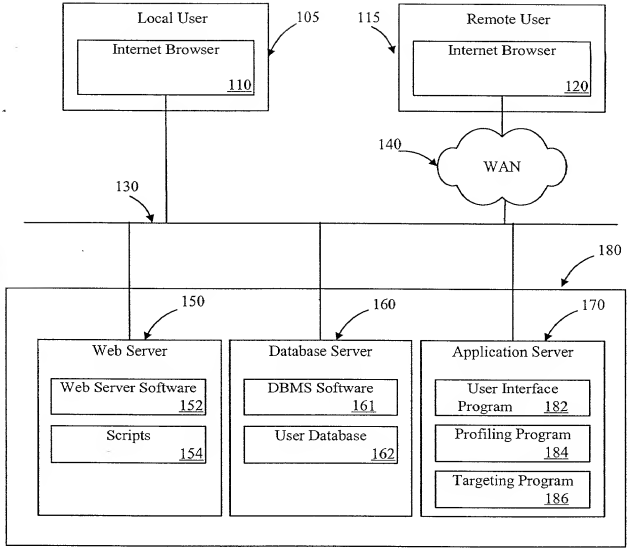

Local User
105
115
Remote User
Internet Browser
110
Internet Browser
120
140
WAN
130
180
150
160
170
Web Server
Database Server
Application Server
Web Server Software
152
DBMS Software
161
User Interface Program
182
Scripts
154
User Database
162
Profiling Program
184
Targeting Program
186

Figure 1

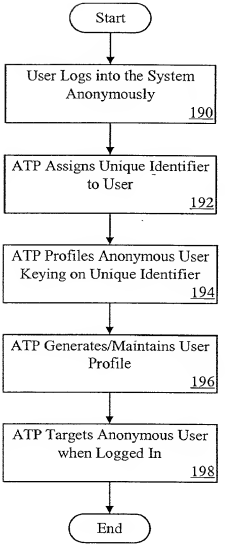

Start
User Logs into the System Anonymously
190
ATP Assigns Unique Identifier to User
192
ATP Profiles Anonymous User Keying on Unique Identifier
194
ATP Generates/Maintains User Profile
196
ATP Targets Anonymous User when Logged In
198
End

Figure 1A

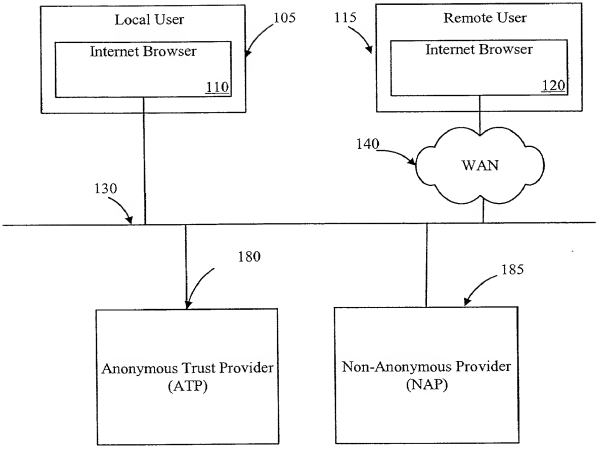

Local User
105
115
Remote User
Internet Browser
110
Internet Browser
120
140
WAN
130
180
185
Anonymous Trust Provider
(ATP)
Non-Anonymous Provider
(NAP)

Figure 2

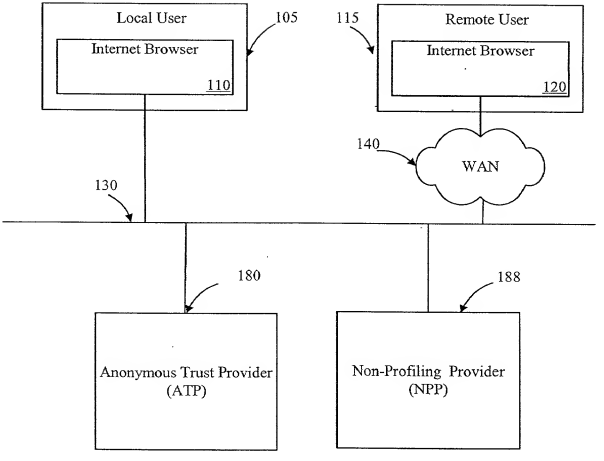

Local User
105
115
Remote User
Internet Browser
110
Internet Browser
120
140
WAN
130
180
188
Anonymous Trust Provider
(ATP)
Non-Profiling Provider
(NPP)

Figure 3

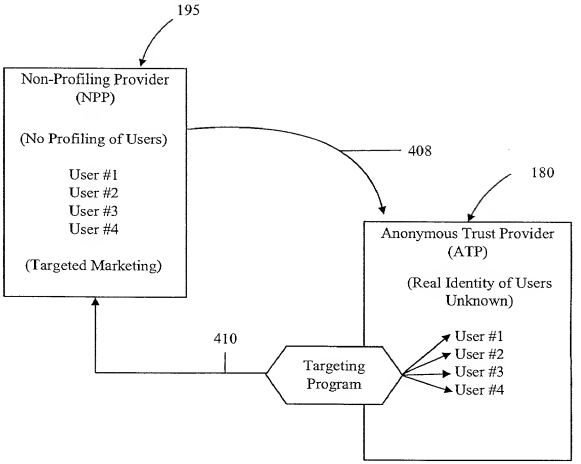

195
Non-Profiling Provider
(NPP)
(No Profiling of Users)
User #1
User #2
User #3
User #4
(Targeted Marketing)
408
180
Anonymous Trust Provider
(ATP)
(Real Identity of Users
Unknown)
410
Targeting
Program
User #1
User #2
User #3
User #4

Figure 4

Figure 5

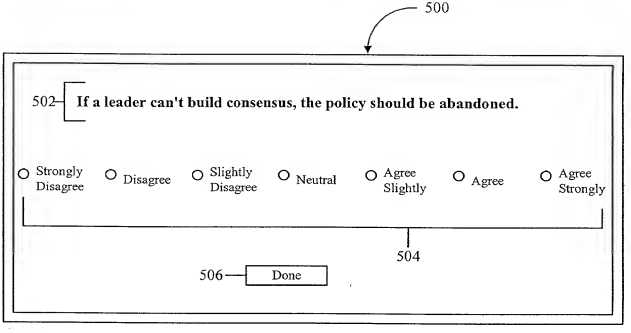
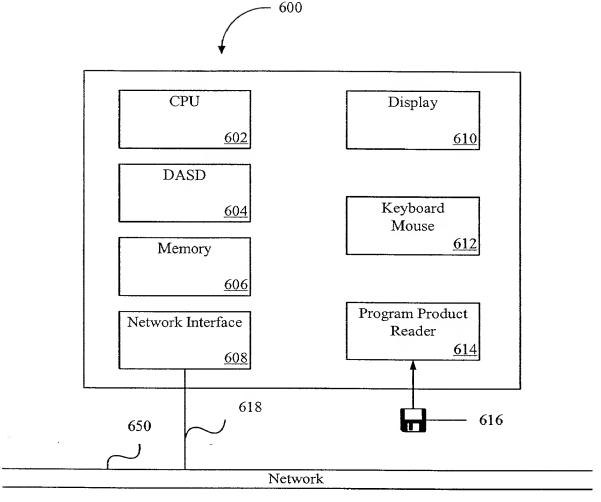

500
502
If a leader can't build consensus, the policy should be abandoned.
Strongly Disagree
Disagree
Slightly Disagree
Neutral
Agree Slightly
Agree
Agree Strongly
504
506
Done

Figure 6


600
CPU
602
Display
610
DASD
604
Keyboard
Mouse
612
Memory
606
Network Interface
608
Program Product
Reader
614
618
650
616
Network